

# LOGO/IDENTITY REQUEST\*



This form is designed to expedite the process of logo/identity development for your division or program. Answer the questions below, read over the things to consider, and follow the form processing instructions to begin this process.

D I V I S I O N :

C O N T A C T :

C O N T A C T P H O N E / E M A I L :



## QUESTIONS TO ANSWER

1. Why does your division or program need its own identity and logo?
2. How will this logo be used?  
(example: print? web? tote bags? pens?)
3. Who will be viewing this logo (target audience)?  
Should assistive technology be taken into account?
4. Do you have any preferences as far as color usage and/or relationships?  
Think about how the logo will be used. (example: black and white OR high contrast)
5. What should your logo say about your division or program and its goals? What is the message?
6. What are some of your ideas for your division's or program's logo?



## THINGS TO CONSIDER

This process should be a very detailed one involving the Public Affairs Office, Graphic Arts, focus groups and committees. Allow sufficient time for the development of your logo as its impact on your division/program and its message will be lasting. Your division's or program's logo is an identity, one by which your division/program will be perceived and remembered.



## FORM PROCESSING

This form should be completed by the person managing this project. It is to be returned to your PIO in the Public Affairs Office and will not be processed without the required signatures.

Division/Program Supervisor's Signature and Date: \_\_\_\_\_

Public Information Officer's Signature and Date: \_\_\_\_\_

\*REFER ANY QUESTIONS TO THE PUBLIC AFFAIRS OFFICE AT 919-733-9190